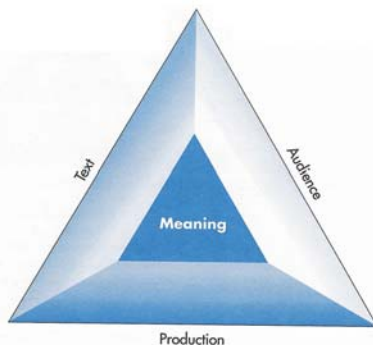


- ✓ Constructions
- ✓ Beliefs & Values
- ✓ Audience
- ☐ Intent
- ✓ Form

## Discussion Starters Before Media Instruction

1. To raise media awareness in the junior classroom, divide students into small groups and ask them to discuss the questions below. Students should be encouraged to provide specific examples of media forms to illustrate their responses to these questions and should be prepared to share their findings with the whole group.
  - What is “the media”?
  - How do the media, in general, make you feel?
  - What medium appeals to you the most? What medium do you dislike? Why?
  - Has any information you received from the media ever angered you? Made you feel really good?
  - Do you feel represented in the media (i.e., through references to race, religion, gender, age, talents, abilities, weaknesses, background)?
  - Who is visible and who is invisible in the media?
  - Are certain issues or groups of people represented more often than others in the media? Why do you think this is the case?
  - Do you think that certain people are stereotyped by the media? Who? How?
2. Following the discussion, ask students to sort the questions and answers onto the sides of the Media Triangle or into the Five Core Concepts and Questions.

### Media Triangle



### Five Core Concepts

1. **Constructions**  
All media messages are constructions.  
*How is the message constructed? How well does it represent reality?*
2. **Beliefs and Values**  
The media messages contain beliefs and value messages.  
*What values, lifestyles, or points of view are represented in or omitted from this media message?*
3. **Audience**  
Each person interprets a message differently.  
*How might others understand this message differently?*
4. **Intent**  
Media messages serve commercial, social, and/or political interests.  
*Who created this media message and why?*
5. **Form**  
Each medium has its own language, style, form, techniques, conventions, and aesthetics.  
*What techniques are used and why?*

3. Discuss the findings as a whole class.